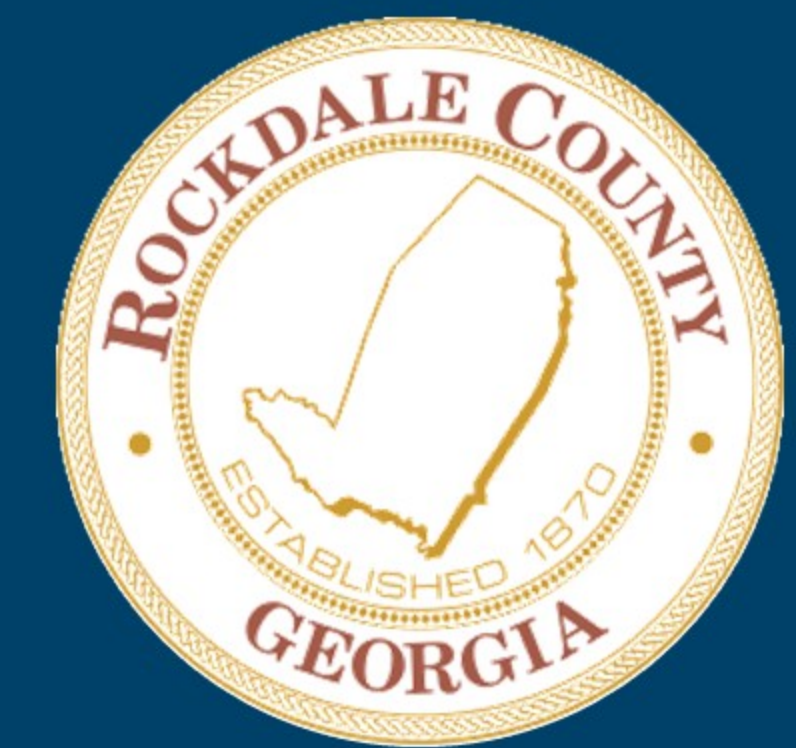


WELCOME ROCKDALE

Transit Development Plan

Please come in! Look at our materials, chat with our planners, and let us know your thoughts. You can provide your input at our interactive stations or on one of our comment cards.



www.rockdalecountyt dp.com

TRANSIT DEVELOPMENT PLAN

PURPOSE



STUDY PROCESS



SUMMER SURVEY RESULTS

More than 1,000 Survey Responses



Most Survey Respondents:

- ▶ Are 45 years or older (75%)
- ▶ Live in zip code 30094 or 30012
- ▶ Have used MARTA in the past (60%)
- ▶ Would rely on friends/family to get around if not able to drive



What form of transit would people take?

- ▶ 1 in 4 respondents (**24%**) is very interested in bringing transit to Rockdale
- ▶ More than one-third of respondents (**35%**) were open to using microtransit
- ▶ More than one-quarter of respondents (**28%**) would take fixed-route shuttle service



Greatest Concerns About Transit:

- ▶ **26%:** Safety and potential to bring in crime
- ▶ **17%:** Impacts on traffic congestion

MICROTRANSIT SUCCESS STORY



The City of Valdosta launched the Valdosta On-Demand microtransit service in April 2021. It became VIA's **most successful Microtransit launch ever** with 65,000+ rides in 12 months (**that's 250-300 daily riders!**)

WHAT MADE IT A SUCCESS?



Filled a Gap: Provided new form of transit where none existed



VIA was selected as the **turnkey service vendor** for microtransit software, drivers, vehicles, and operations management



Current average wait times of 22 mins (exceeding the goal of 25 mins)



Valdosta On-Demand's estimated **cost per rider is slightly less** than traditional Dial-A-Ride service



Looking Ahead: Valdosta is exploring additional grants, vehicle wraps, and in-vehicle advertising to fund **system expansion**

HOW IT WORKS

Where does it go + who can ride?

- ▶ Anywhere within the Valdosta City Limits
- ▶ Valdosta residents 13+ (under 13 must be accompanied by a parent/guardian)

When does it operate?

- ▶ Monday through Friday, 6am – 9pm

What kind of vehicle?



- ▶ 7 branded vans – all wheelchair accessible!

How much?

- ▶ \$2.00/trip (\$1.00 per additional passenger)

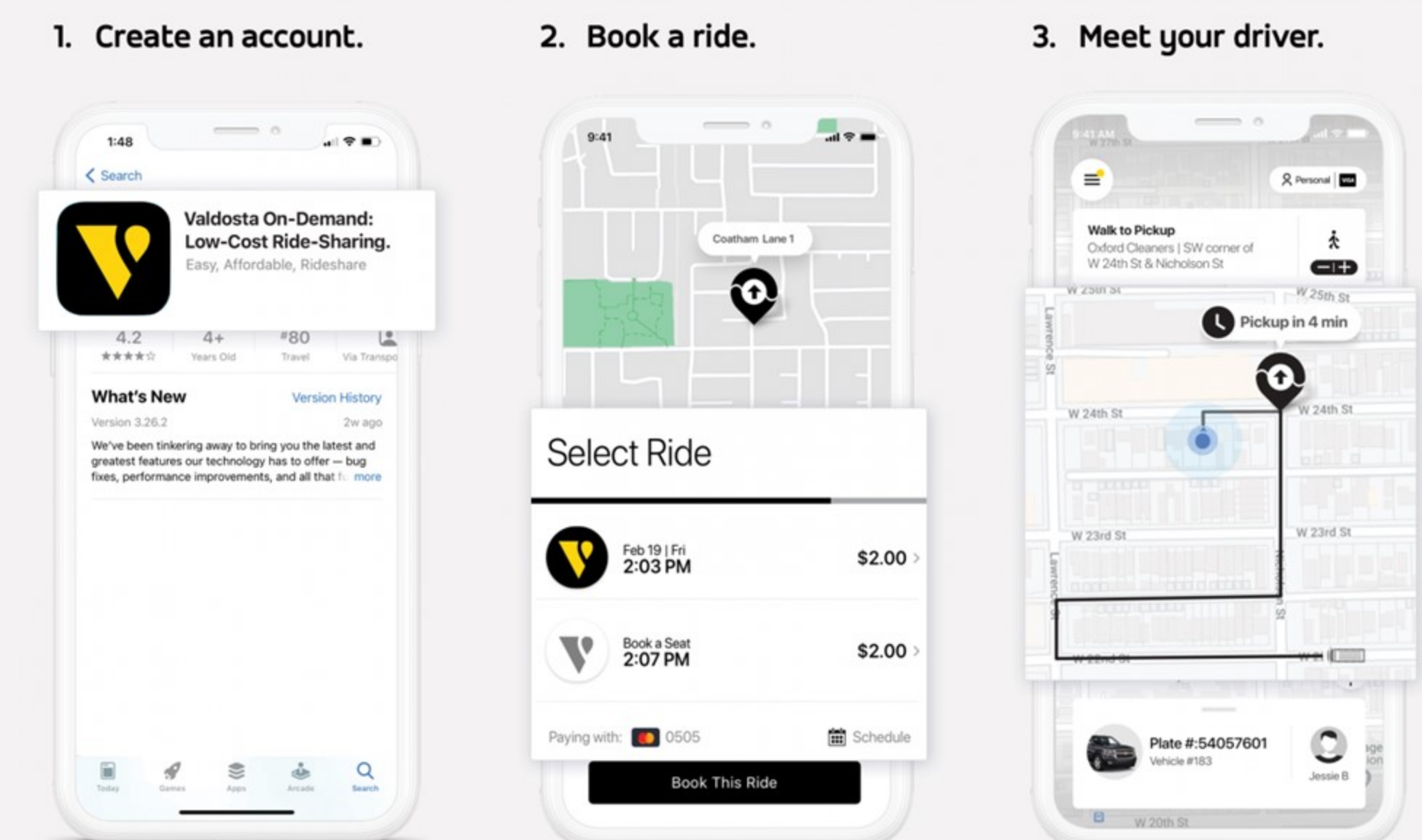
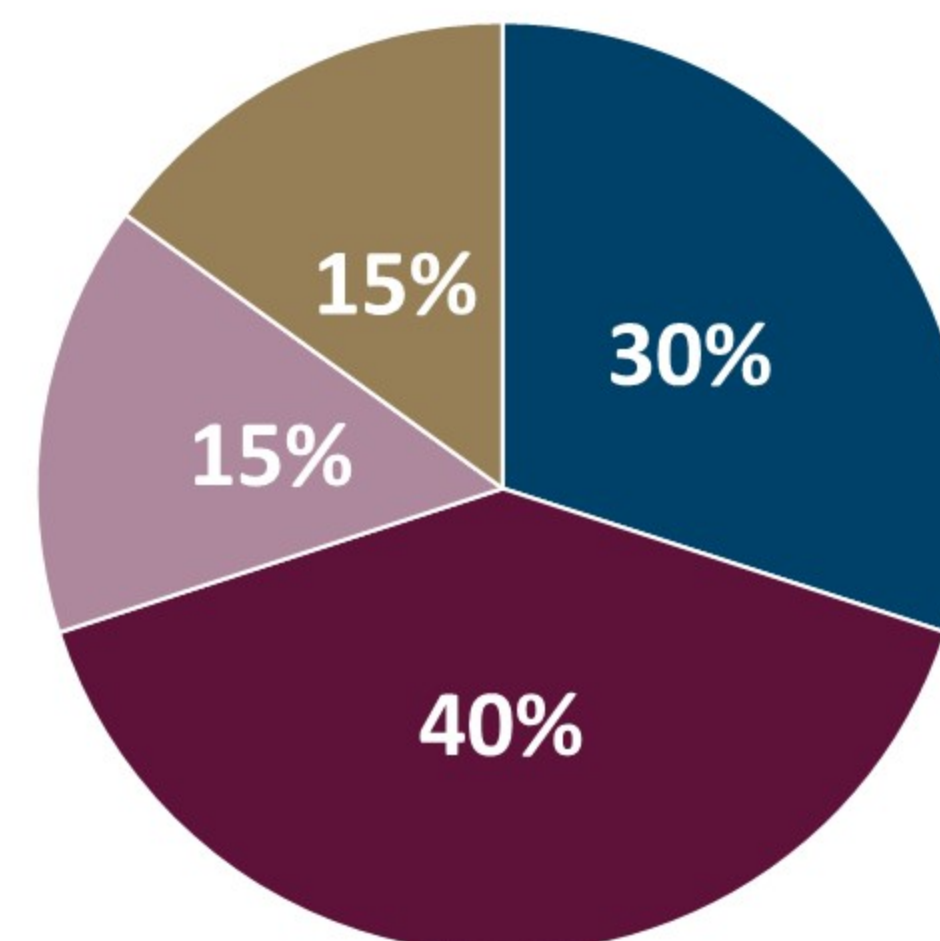
Using the App

- ▶ Book a trip immediately!
- ▶ Reserve a trip up to 3 days in advance
- ▶ Book recurring trips through the Schedule feature
- ▶ Indicate accessibility needs in your app Profile

HOW ARE PEOPLE USING THE SERVICE?

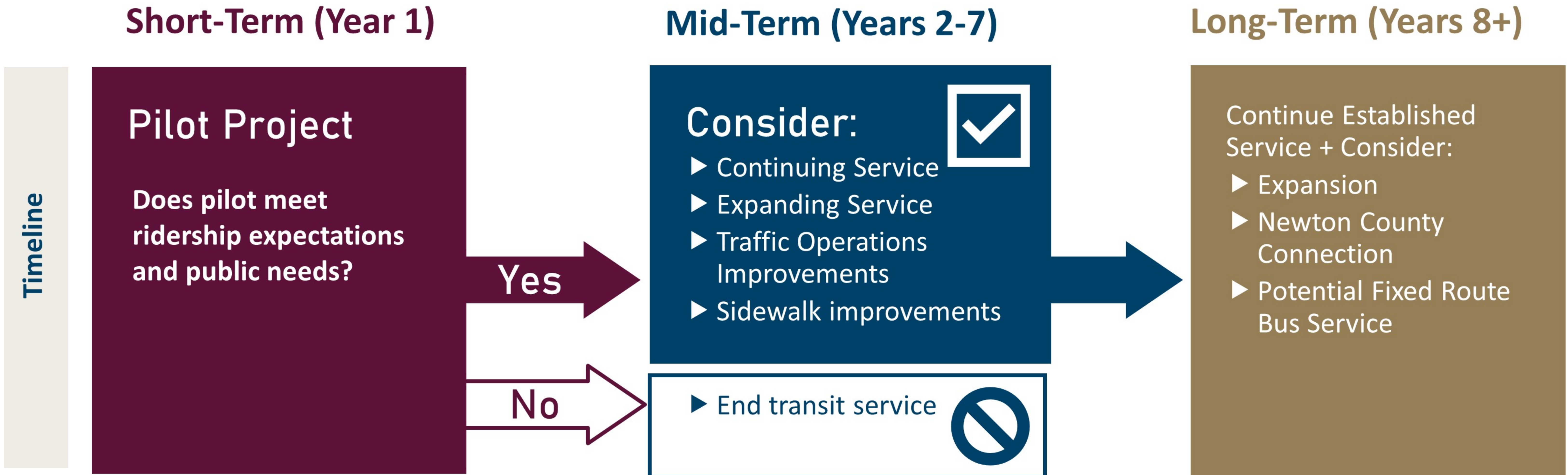
- ▶ Most riders are using Valdosta On-Demand to access school or work, but some also use it for shopping and doctor's appointments!

- Education
- Employment
- Shopping
- Medical



Valdosta On-Demand App is available for free in the Apple App Store or Google Play Store

MICROTRANSIT PILOTING PROCESS



WHAT DOES SUCCESS LOOK LIKE?

- ▶ Rockdale County will evaluate how well the microtransit pilot meets the needs of its residents and employers and supports the county's goals. Place a dot next to the criteria you most support – or add your own!
- ▶ Do people use it? How many?
- ▶ How long are wait times?
- ▶ Do riders rate it highly?
- ▶ Can the service meet demand?
- ▶ How many trips are helping people get to work?
- ▶ What is the cost per rider?
- ▶ Is it operating reliably?

MICROTRANSIT PILOT PROJECT OVERVIEW

WHY A PILOT PROJECT?

- ▶ Begin service quickly
- ▶ Use available federal funding
- ▶ Try transit out before committing
- ▶ Limit county's capital investments
- ▶ Minimize impact on DOT staff time

Microtransit would provide service to:



53,000+
RESIDENTS



34,000+
JOBS

and these key destinations

SERVICE DETAILS:

Wait Times	20-min average wait time
Span of Service	6:00am – 8:00pm Mon-Sat
Est. Annual Cost	\$800,000*

*Planning-level cost estimate. Subject to change.

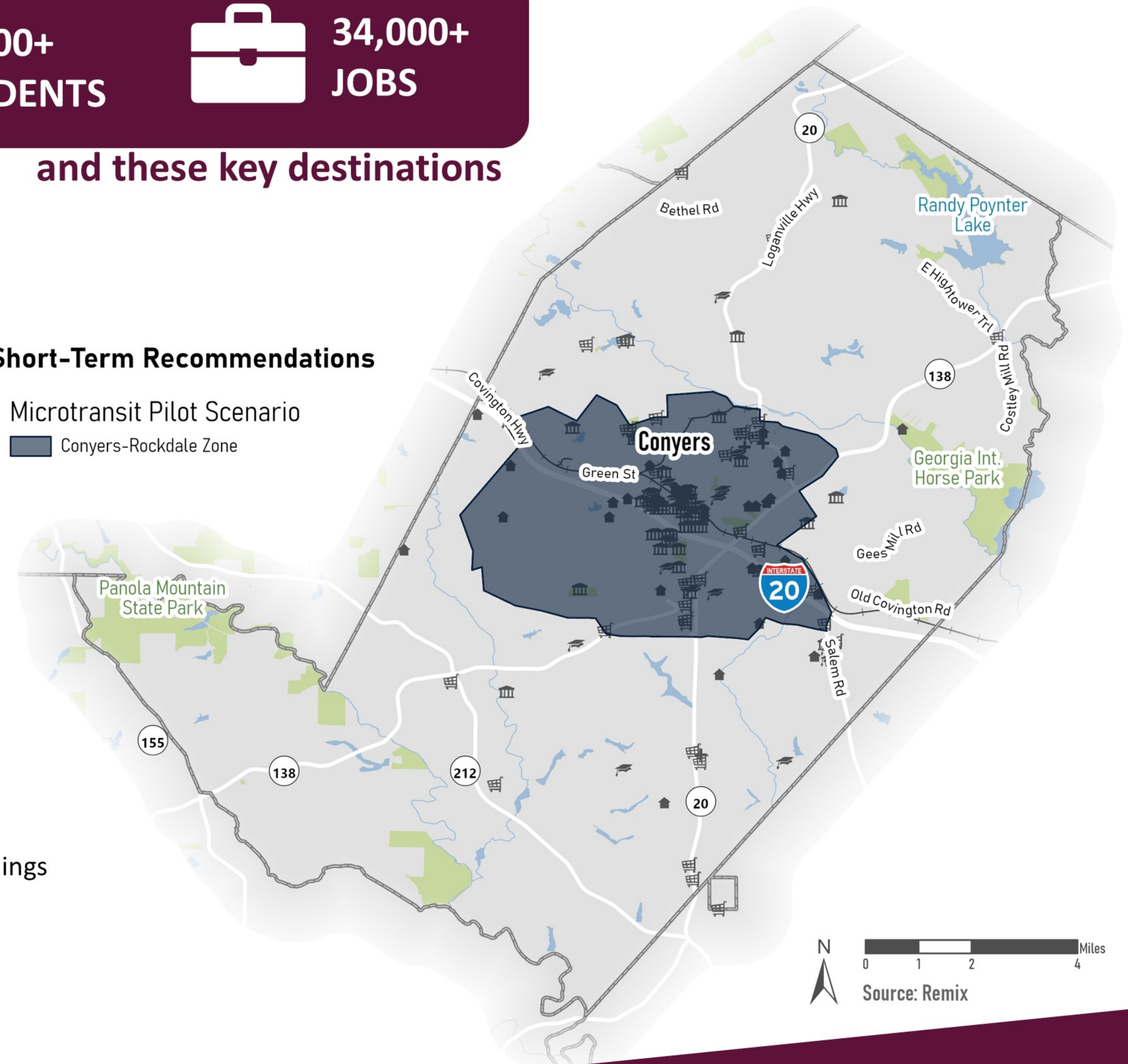
KEY DESTINATIONS:

- ▶ Kroger at Conyers Square
- ▶ Aldi on Stockbridge Highway
- ▶ Target at Conyers Commons
- ▶ Walmart on Dogwood Drive
- ▶ Publix at Milstead Crossing
- ▶ Publix at The Village at Millers Chapel
- ▶ Piedmont Rockdale Hospital
- ▶ 20th Television
- ▶ Rockdale County High School
- ▶ Many Rockdale County government buildings
- ▶ Golden State Foods
- ▶ Southeast Connections LLC

Short-Term Recommendations

Microtransit Pilot Scenario

Conyers-Rockdale Zone



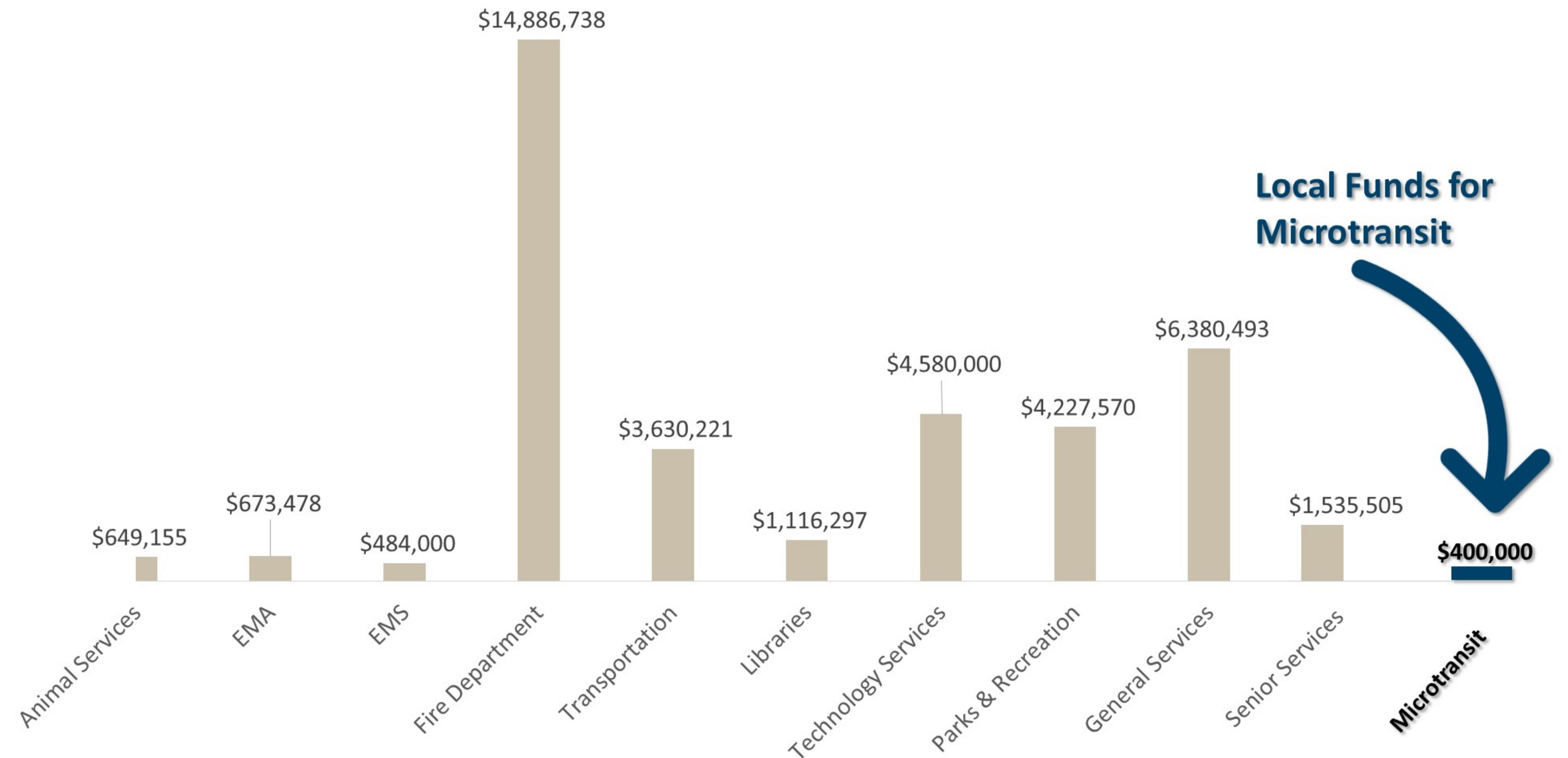
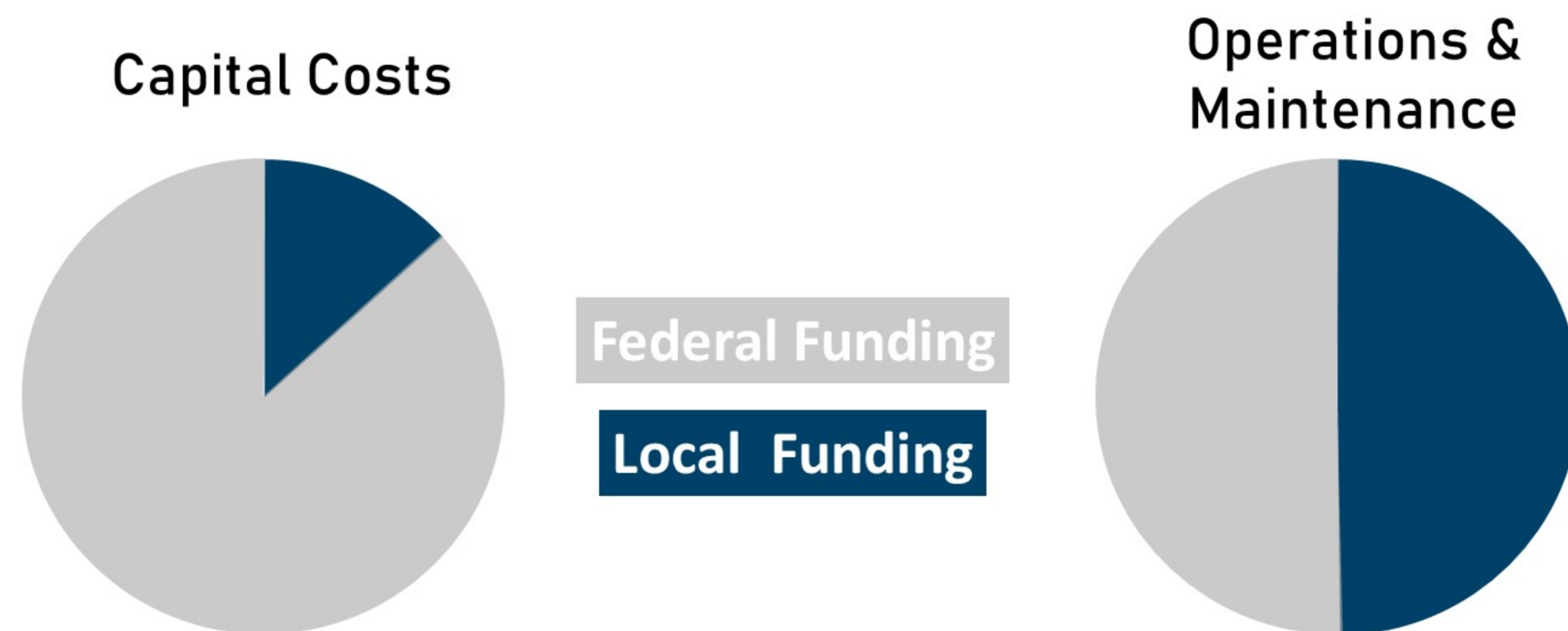
TRANSIT COSTS MONEY: HOW WILL WE PAY FOR IT?

PILOT FUNDING STRATEGY

Claim funds allocated by the Federal Transit Administration (FTA) for Rockdale County

- ▶ Federal Formula funds – distributed annually
- ▶ Local general fund
- ▶ Level of local funding match depends on what the funds are being used for

COMPARING COSTS



Annual budgets shown are for selected Proposed 2023 Rockdale County General Fund Expenditures. Total annual microtransit cost is based on annual vehicle hours and assumes a required 50% local match.

BUT! FEDERAL FUNDING HAS RESTRICTIONS



Q: Can we use it for something else? Like parks or trails? Everyone likes parks.

A: No. Federal Transit Administration formula grants must be spent on public transportation services.



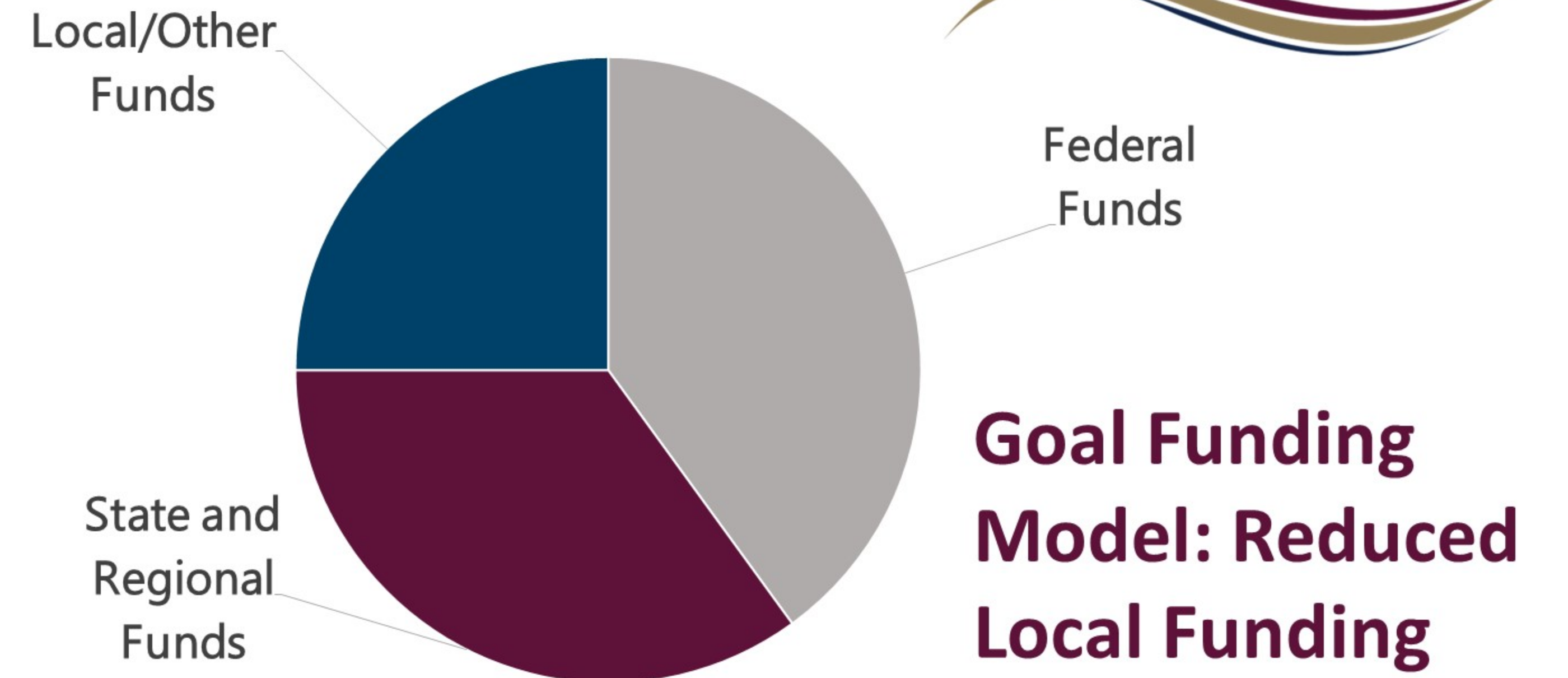
Q: Do we really have to spend County funds to get the federal money? What if we don't?

A: Yes, we really do. If we don't, the FTA takes the money back.

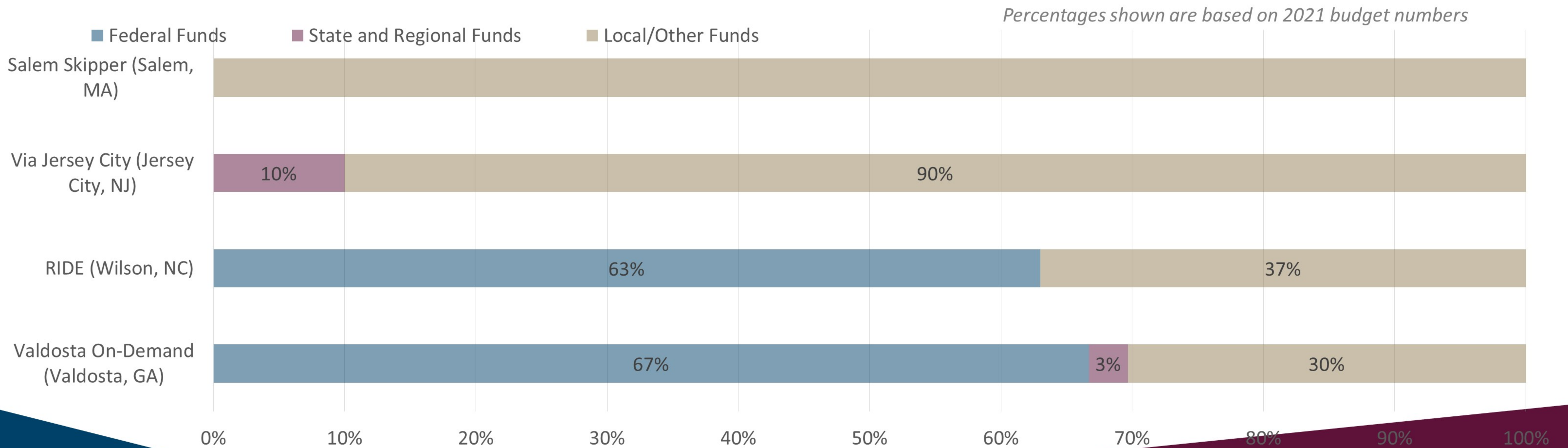
NEXT STEPS

DEVELOP AN OPTIMAL FUNDING STRATEGY

- ▶ Combine multiple funding types to reduce share of local funding
- ▶ Leverage federal and state/regional funding to reduce local match
 - Federal: Add competitive grant programs
 - State and Regional: Add competitive grant programs (i.e., CMAQ, Carbon Reduction Program, STBG funds)
 - Local: Add farebox revenue, advertising revenue



HOW PEER SYSTEMS FUND MICROTRANSIT



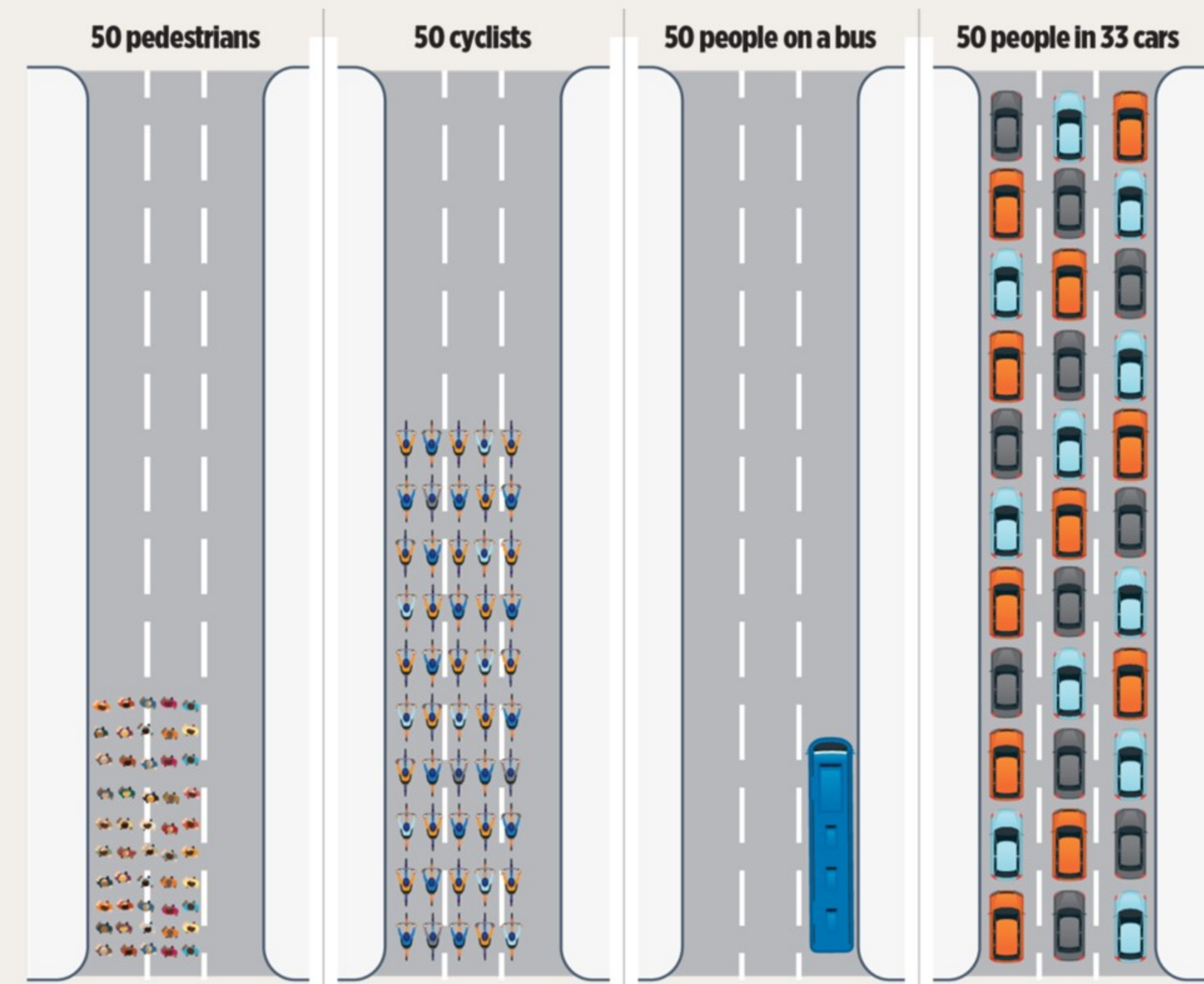
WE HEARD YOU!

In our most recent survey, you raised concerns on safety and congestion surrounding transit service. Below are some examples of how transit service can affect these elements and what's been done in peer systems.

TRANSIT + TRAFFIC CONGESTION

- ▶ Transit can help Reduce Congestion: In LA during a transit strike, congestion increased by **47%**¹
- ▶ Transit can Boost the Economy: Individuals save an estimated **\$9,000** annually by taking transit²

- ▶ Transit Saves Space: Single drivers **take up more space** compared to transit vehicles³



TRANSIT + CRIME

Most evidence suggests that new transit does not lead to crime.

- ▶ When MARTA opened the Kensington and Indian Creek stations, crime rates did not change substantially over time. In some neighborhoods transit had no effect on crime, in others, crime was actually reduced⁴



- ▶ A study on the Green Line in LA found that new transit service did not have a statistically significant impact on crime rates in adjacent communities⁵

¹ Public Transit's Affect on Traffic Congestion (Transportation for America)

² State of the Capital Region 2022: Commuting Patterns and Transportation Infrastructure (Center for Washington Area Studies)

³ Transit Street Design Guide (NACTO)

⁴ The Myth That Mass Transit Attracts Crime Is Alive in Atlanta (Bloomberg)

⁵ Journeys to Crime: Assessing the Effects of a Light Rail Line on Crime in the Neighborhoods (USF.edu)

PROPOSED LONG-TERM RECOMMENDATIONS

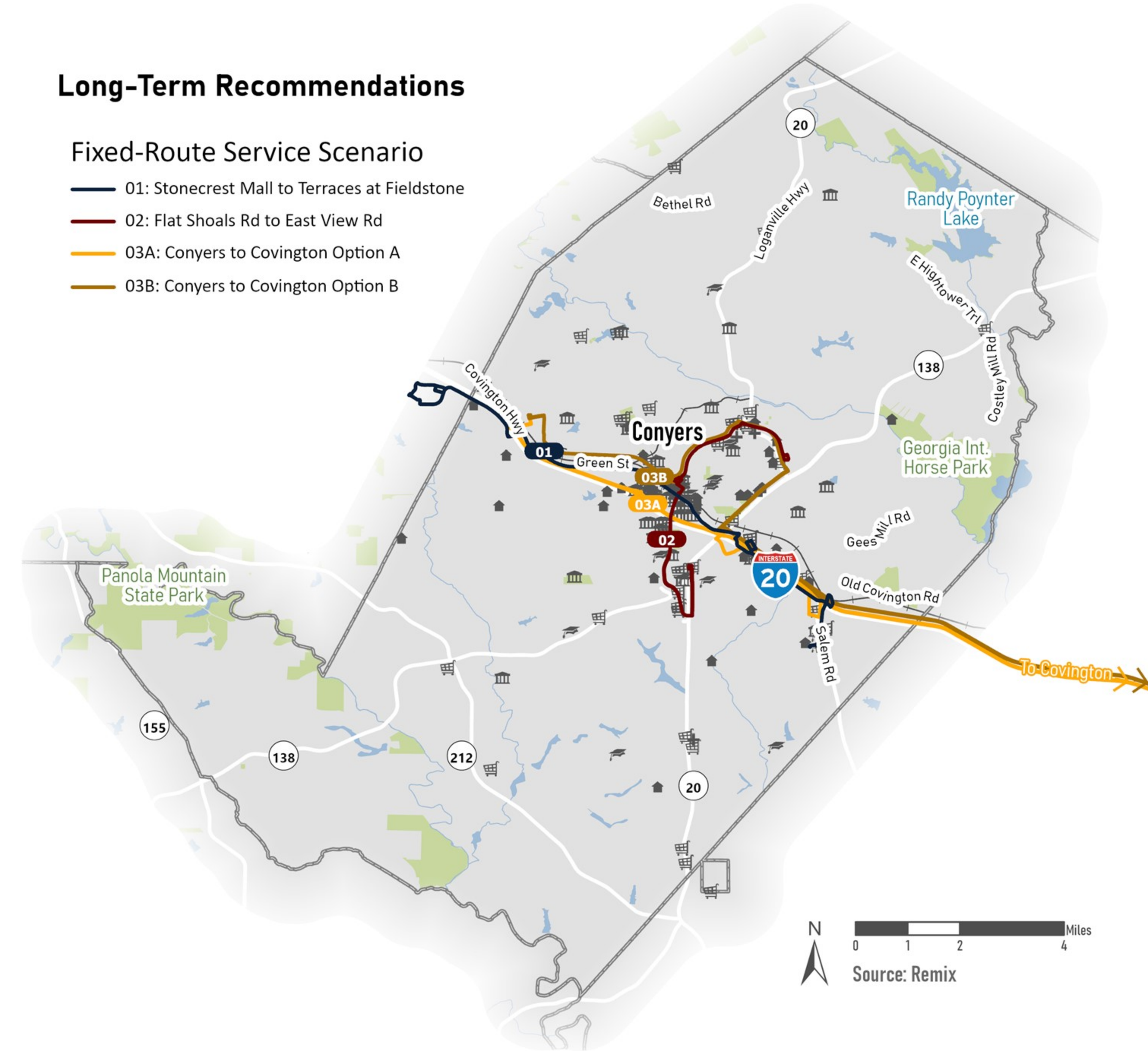
WE WANT YOUR FEEDBACK!

If the pilot project succeeds, Rockdale-Conyers microtransit service will continue. And if that service is popular, Rockdale could expand transit services further into one of these scenarios.

Long-Term Recommendations

Fixed-Route Service Scenario

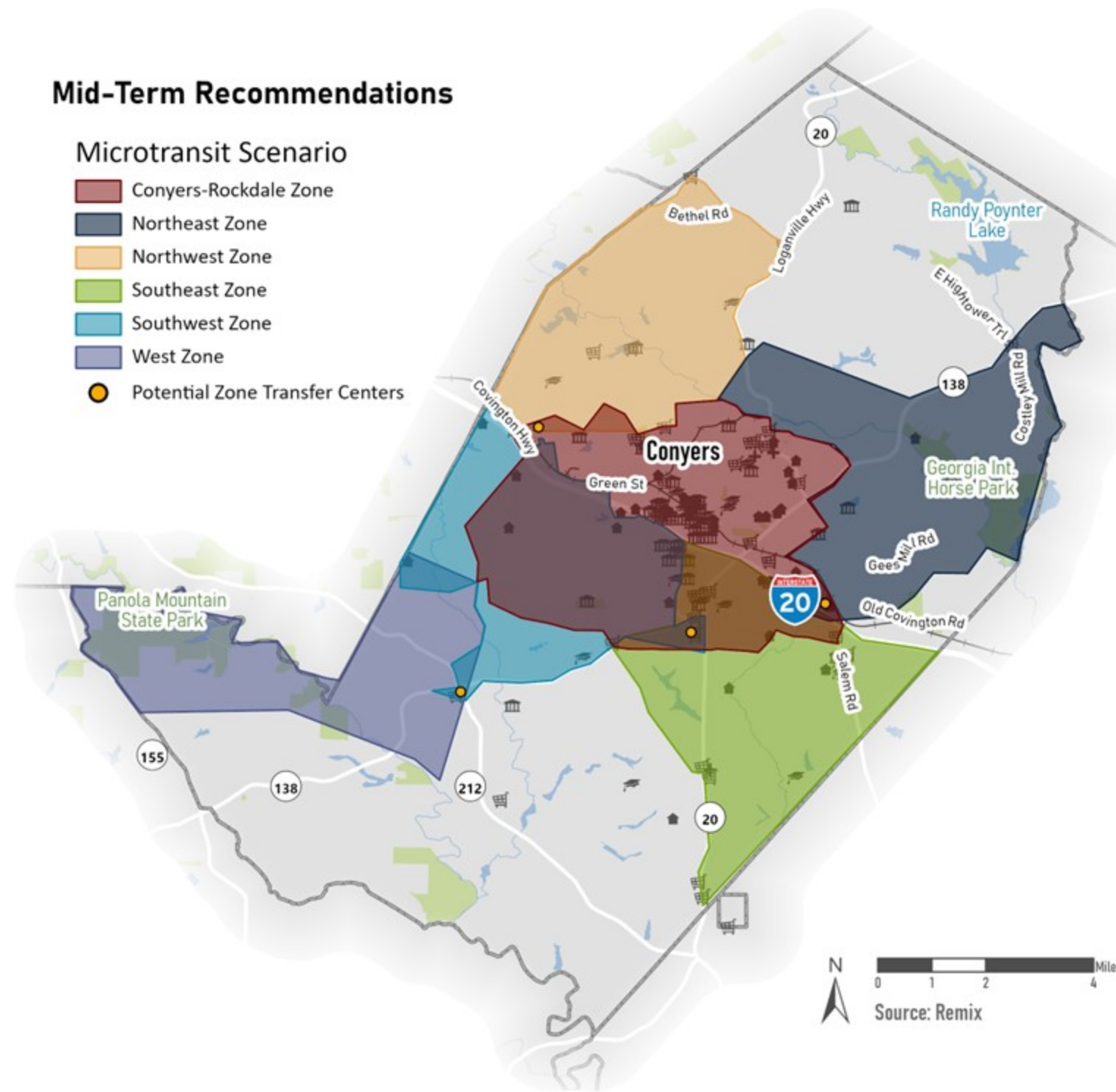
- 01: Stonecrest Mall to Terraces at Fieldstone
- 02: Flat Shoals Rd to East View Rd
- 03A: Conyers to Covington Option A
- 03B: Conyers to Covington Option B



Mid-Term Recommendations

Microtransit Scenario

- Conyers-Rockdale Zone
- Northeast Zone
- Northwest Zone
- Southeast Zone
- Southwest Zone
- West Zone
- Potential Zone Transfer Centers



Mid-Term Recommendations

Microtransit Scenario

- Conyers-Rockdale Zone
- Countywide Zone

